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Chrysanthemum

List

1936 ☆
Department of Agriculture.

BUY OUR POTTED CHRYSANTHEMUMS, TRANSPLANT ANY TIME. SELECT WHILE IN BLOOM, YOU CAN USE THESE IN THE HOUSE, AND THEN PLANT OUT DOORS FOR THE YEARS TO COME. MANY FINE NEW VARIETIES TO SELECT FROM THIS YEAR.

KOREAN— CHRYSANTHEMUMS...

APOLLO, SINGLE BRONZE RED 1935 NOVELTY, EACH	.50	DOZ.	4.50
CERES, SINGLE OLD GOLD AND YELLOW;	" .50	"	4.50
DAPHNE, SINGLE PINK GOLD STAMENS,	" .50	"	4.50
HEBE, SINGLE PINK YELLOW CENTER,	" .50	"	4.50
ROMANY, DOUBLE CARMINE OPAL NOVELTY,	" .75	"	8.00
SATURN, SINGLE ORANGE FRAGRANT,	" .50	"	4.50
VENUS, SINGLE BRIGHT PINK NOVELTY,	" .50	"	4.50
INNOCENCE, SINGLE WHITE,	" .50	"	4.50
VIVID AMERICAN BEAUTY COLOR,	" .50	"	4.50
PERSIA DOUBLE ROSY CARMINE,	" .50	"	4.50
ORION 1935 NOVELTY SINGLE YELLOW,	" .75	"	8.00
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ASTRID, (NOVELTY) SOFT PINK SHADED APRICOT	.50		4.50
GRANNY SCOVILL, LARGE CORAL BRONZE,	.50		4.50

CHRYSANTHEMUMS... NEW INTRODUCTIONS AND OLD STAND BY'S.....\$1.50 TO \$2.00 DOZEN.

- CALIFORNIA, SINGLE DAISY LIKE BLOOM, ORANGE.
- CORDOVA, WHITE POM POM.
- CAVALIER, SINGLE CARDINAL,
- DONALD WELLS, LARGE WHITE FLOWERING.
- DAY BREAK, SINGLE PINK.
- DOROTHY TURNER, SEMI DOUBLE BRONZE.
- EARLY MORN, LARGE DOUBLE SHELL PINK.
- FERN RIDGE, SINGLE FIERY RED.
- GOLDEN GATE, DOUBLE SHAGGY YELLOW.
- GOLD MINE, YELLOW POM POM.
- GINZA, POM POM BRIGHT YELLOW.
- GOLD BUTTON NUGGET, CLEAR YELLOW.
- GOLDEN ORIOLE, BUTTON GRACEFUL YELLOW.
- HARVEST HOME, LARGE GOLDEN YELLOW.
- INDIAN SHAGGY, COPPER RED.
- IRENE, BUTTON PURE WHITE.

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| LORELI, LARGE YELLOW LONG STEM. | LA. SOMME, ASTER TYPE PINK. |
| LOUISE GRUBB DAISY TYPE SINGLE PINK. | MRS. CHAS. E. HUGHES, VIVID RED TIPPED ORANGE, SINGLE. |
| MRS. H.E. KIDDER, EARLY BR. YELLOW. | MAYELLEN, BUTTON CERISE PINK. |
| MRS. J. WILLIS MARTIN, CRUSHED STRAWBERRY SINGLE... | MARION HATTON, POM POM YELLOW. |
| MARIBEAU, SINGLE DARK ROSE.. | MRS. CALVIN COOLIDGE, SINGLE CARDINAL RED. |
| MARY K. BUTTON, GOLDEN RED AND YELLOW. | NELLIE KLERIS, LARGE CLEAR PINK. |
| OXBLOOD, BUTTON RED. | PINK CUSHION, SINGLE, PROFUSE BLOOMER. |
| RAGGEDY ANN, DAISY TYPE BRIGHT RED. | ROSY GEM, ASTER TYPE BRIGHT RED. |
| RED DOTY, POM POM SILVER WINE RED. | SPECIAL WHITE, POM POM NEWEST EARLY WHITE. |
| SUNBURN, LARGE GARNET RED. | WINNETKA, DOUBLE PURE WHITE. GOOD BLOOMER. |
| YELLOW QUEEN, DOUBLE LARGE GOLDEN YELLOW. | |

ANNOUNCING

THE OPENING OF OUR NEW FLORAL DEPARTMENT ON OR ABOUT SEPT. 1, 1936, SPECIALIZING IN CUT FLOWERS AND DESIGNS AT POPULAR PRICES. EXACT DATE OF FORMAL OPENING WILL BE PUBLISHED LATER.
HEDGE LAWN NURSERY INC.

10/5908

Chapman

MARION

1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers. Once a need is identified, the next step is to develop a concept that addresses this need. This concept should be unique and offer a clear value proposition to the target market.

2. After developing a concept, the next step is to create a prototype. This allows the company to test the feasibility of the product and gather feedback from potential users. The prototype should be functional enough to demonstrate the core features of the product. Based on the feedback received, the company can make necessary adjustments to the design and functionality.

3. Once the prototype is refined, the next step is to conduct a small-scale pilot test. This involves producing a limited quantity of the product and distributing it to a select group of users. The purpose of the pilot test is to gather real-world feedback and assess the product's performance in a controlled environment. This step helps identify any issues that may arise during the full-scale launch.

4. After the pilot test, the company can proceed to a full-scale launch. This involves producing a larger quantity of the product and distributing it to the target market. The company should monitor sales and customer feedback closely to ensure the product is meeting expectations. If necessary, the company can make further adjustments to the product or its marketing strategy.

5. Finally, the company should continue to monitor the product's performance and customer feedback over time. This ongoing monitoring allows the company to identify any long-term issues and make necessary improvements to the product. The goal is to create a product that not only meets the initial market need but also evolves to meet changing customer preferences and market conditions.

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